



METROPOLITAN
TRANSPORTATION
COMMISSION

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Agenda Item: 2c

Memorandum

TO: Administration Committee

DATE: February 4, 2015

FR: Executive Director

W. I. 1122

RE: Contract Amendment - Transit Passenger Survey Services: ETC Institute (\$125,000)

This memorandum requests the Committee's approval to enter into a contract amendment in an amount not to exceed \$125,000 with ETC Institute (ETC) to complete a demographic and travel survey of San Francisco Bay Area Rapid Transit District (BART) passengers.

Background:

In April 2013, this Committee approved a pre-qualified consultant panel of the following three firms to collect and analyze transit passenger demographic and travel data from Bay Area transit agencies, including BART, with the goal of surveying all TDA-claiming operators within a five-year time horizon: Corey, Canapary & Galanis, Redhill Group Inc., and ETC. Survey data gathered by firms on the panel will be used to support Title VI equity reporting requirements and to refine regional analytical planning tools. With respect to the survey of BART passengers, MTC and BART staff have collaborated on the following milestones to date: (1) selection of ETC as the best-qualified consultant for this work; (2) coordination with ETC to develop a survey approach and tablet computer-based survey instrument for in-person passenger interviews; and (3) administration of a successful survey pretest pilot to approximately 1,000 passengers in June 2014.

This contract amendment will augment funds necessary to expand the number of passengers surveyed in the main BART survey to approximately 38,000 passengers, including a minimum of 780 passengers interviewed per station. This will allow for better station-level descriptive statistics about how passengers are accessing BART stations. The main survey is scheduled for spring 2015.

Recommendation:

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with ETC in an amount not to exceed \$125,000 to continue and expand the scope of the transit passenger survey for BART.



Steve Heminger

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.:	1122
Consultant(s):	ETC Institute, Olathe, KS
Work Project Title:	Transit Passenger Survey Services
Purpose of Project:	Collect and analyze transit passenger demographic and travel data from Bay Area transit agencies.
Brief Scope of Work:	Collect transit passenger survey data that will be used to support Title VI equity reporting requirements for transit riders and to refine regional analytical planning tools.
Project Cost Not to Exceed:	\$125,000 (this amendment) Total contract before this amendment: \$1,443,530 Total Authorized Contract after this amendment: \$1,568,530
Funding Source:	FHWA Planning Funds and FTA 5303
Fiscal Impact:	Funds are included in the FY 2014-15 agency budget.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with ETC Institute to continue transit passenger survey work, as described above and in the Executive Director's memorandum dated February 4, 2015, and the Chief Financial Officer is authorized to set aside funds in the amount of \$125,000 for such contract amendment.
Administration Committee:	<hr/> Adrienne J. Tissier, Chair
Approved:	Date: February 11, 2015